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THE CONFERENCE BULLETIN
of the
National Conference of Social Work
22 West Gay St., Columbus 15, Ohio

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JULY, 1950

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Headquarters Hotels for 1951

The Traymore Hotel has been selected for the headquarters hotel for the National Conference of Social Work during the 78th Annual Meeting, which takes place May 13-18, 1951 in Atlantic City. The following headquarters hotels have been assigned to the Associate Groups:

Advisory Committee on Citizen Participation of Community Chests and Councils of America and the National Social Welfare Assembly		Ritz-Carlton
American Association of Group Workers		Brighton
American Association of Medical Social Workers		Traymore
American Association of Psychiatric Social Workers		Ambassador
American Association of Schools of Social Work		Traymore
American Association of Social Workers		Chelsea
American Cancer Society		Traymore
American Federation of International Institutes		Brighton
American Legion National Child Welfare Division		Ritz-Carlton
American National Red Cross		Ambassador
American Public Welfare Association		Ritz-Carlton
Association of the Junior Leagues of America		Ritz-Carlton
Association of State Conference Secretaries		Madison
Child Welfare League of America		Traymore
Church Conference of Social Work		Ambassador
Committee on Social Service Exchange, Community Chests and Councils of America		Ritz-Carlton
Community Chests and Councils of America		Ritz-Carlton
Episcopal Service for Youth		Ambassador
Family Service Association of America		Ambassador
Florence Crittenton Homes Association		Jefferson
International Conference of Social Work		Traymore
National Association of School Social Workers		Chelsea
National Association of Schools of Social Administration		Ambassador
National Association of Training Schools		Madison
National Board, Y.W.C.A.		Ambassador
National Conference of Jewish Social Welfare		Traymore
National CIO Community Services Committee		Ritz-Carlton
National Council Protestant Episcopal Church, Department of Christian Social Relations		Ambassador
National Federation of Settlements and Neighborhood Centers		Brighton
National Probation and Parole Association		Ambassador
National Travelers Aid Association		Seaside
Planned Parenthood Federation of America		Traymore
Salvation Army		Madison
United Service for New Americans		Ambassador

Forms for hotel reservations will be circulated to members this month. You are urged to send them in to the Housing Bureau in Atlantic City promptly in order to secure the location and type of reservation you wish.

Personnel Practices Institute

An institute on personnel practices will be held in conjunction with the Ohio Welfare Conference on November 13, under the joint sponsorship of the Ohio Conference, the National Conference of Social Work and the National Social Welfare Assembly.

The purpose of the institute is to consider in an intensive one-day series of meetings the major issues related to personnel principles and practices which might be included in a personnel manual or handbook for social welfare agencies. Although a state meeting, the institute will be national in scope, with personnel experts from national agencies participating, and attendance of persons from outside Ohio is invited. All who are interested are eligible to attend.

The institute will open with a keynote address on basic principles, following which the participants will be divided into four groups to discuss the following subjects:

- (1) Classification and Pay Plans;
- (2) Staff Development, including Evaluations, Service Ratings, Standards of Performance;
- (3) Working Conditions, including Leave Policies, Working Hours;
- (4) Health and Insurance Provisions, including Retirement and other protective benefits.

All those who are interested in receiving details about registration and/or a copy of the preliminary program when available, should write to the National Conference office.

1950 Proceedings

The Proceedings of the 77th Annual Meeting in Atlantic City are now on the press, and it is anticipated that both volumes will be ready for distribution early in October. At that time the volume "Social Welfare Forum 1950" will be sent to all active members of the Conference paying dues of \$7.50 or more.

As was the case last year, the price of the second volume, "Social Work in the Current Scene 1950" will be \$1.00 below the list price for Conference members who pay dues of \$7.50 or more.

Fifth International Conference

A highly successful International Conference, attended by approximately 1800 persons from forty-seven countries, took place in Paris the last week in July. It is anticipated that there will be a pamphlet summarizing the highlights of the Conference and also that complete Proceedings will be printed. Information concerning the availability and prices of these will be given Conference members as soon as possible.

In the meantime, those who are interested in learning something of what took place in Paris will find articles on the subject in the September issue of the *Survey* and in the October issue of the *Social Work Journal*. The next issue of the *International Conference News* will also contain a brief summary of the Conference.

Committee News

Joint Committee on Program Planning

The Joint Committee on Program Planning, whose purposes and functions were outlined in some detail in the April *Bulletin*, will hold its next meeting in New York on October 13.

The following persons have been added to the Committee as members-at-large:

Beverley Boyd, Executive Secretary, Church Conference of Social Work;
John W. Ferree, M.D., Director of Public Health, American Heart Association;
Donald S. Howard, Dean, School of Social Welfare, University of California at Los Angeles;
Mrs. Constance P. Rudd, Executive Secretary, Florida State Conference of Social Work;
Lorraine D. Walling, Supervisor, Denver Bureau of Public Welfare.

As recommended at the last meeting of the Joint Committee, a Subcommittee on Associate Group Program Planning has been appointed by Mr. Clague, chairman of the Joint Committee. This Subcommittee has met and drawn up proposed recommendations directed toward the closer integration of the formal program of the National Conference and the programs of the Associate and Special Groups during the period of the Annual Meeting. These proposals are now being circulated to the Groups for their comments, and the Subcommittee will submit a report to the October meeting of the Joint Committee.

The members of this Subcommittee are:

Lyman S. Ford, Associate Executive Director, Community Chests and Councils of America, *Chairman*;
Lester B. Granger, Executive Director, National Urban League;
Frank Hertel, General Director, Family Service Association of America;
William T. Kirk, Director, Special Services Division, Community Service Society of New York;
George Rabinoff, Executive Secretary, Training Bureau for Jewish Communal Service;
Robert Wilson, American National Red Cross;
Robert Bondy, Director, National Social Welfare Assembly, *Secretary*.

Program Committee

The National Conference Program Committee will meet in New York on October 14, immediately following the meeting of the Joint Committee. There has been one change in the membership of the Program Committee as announced in the last issue of the *Bulletin*. Miss Charlotte Towle has resigned as chairman of Section I (Services to Individuals and Families), and her place has been taken by Dr. Ellen Winston, Commissioner of Public Welfare in North Carolina.

Executive Committee

The next meeting of the Executive Committee is scheduled for November 3 and 4 in Washington. Miss Helen Leovy, Secretary of the National Social Welfare Assembly, has been elected to membership on the Executive Committee, filling the vacancy created by the resignation of Howard Russell.

Common Service Committees

Appointments have been made by Mr. Clague to three of the six new Common Service Committees, which are being set up in line with the recommendations of the Study Committee. These three committees (Professional Education, Public Relations and Social Research) are the ones which will arrange meetings during the 1951 Annual Meeting. The other three committees (Financing of Social Welfare Services, Methods of Social Action and Personnel) will hold meetings in 1952.

The members of the Committee on Professional Education are:

John J. Cronin, Dean, School of Social Work, University of Connecticut, *Chairman*;
Hedley S. Dimock, Professor of Group Work, George Williams College, *Vice-Chairman*;
John C. Alston, Director, Division of Social Administration, College of Education and Industrial Arts, Wilberforce State College;
M. Ethel Batchelet, Head, Department of School Social Workers, Board of Education, Hartford;
Mrs. Merle Dore, Consultant on Staff Development, Louisiana State Department of Public Welfare;
Mrs. Howard Katzenberg, Southold, New York;
Katherine Kendall, School of Social Service Administration, University of Chicago;
Emil M. Sunley, Director, School of Social Work, University of Denver;
Eunice Minton, Principal Social Welfare Specialist, Bureau of Public Assistance, Social Security Administration, Federal Security Agency;
Irene Tobias, New Orleans.

Listed below are the members of the Committee on Public Relations:

Bernard A. Roloff, Public Relations Director, Community Fund of Chicago, *Chairman*;
Mrs. Sallie Bright, Executive Director, National Publicity Council for Health and Welfare Services;
Mrs. Scotia B. Knouff, Executive Secretary, New Jersey Welfare Conference;
Rosemary Morrissey, Public Relations Counsel, Orleans Parish Department of Public Welfare;
Richard P. Overmyer, Director of Public Relations, Welfare Federation of Cleveland;
James Scull, Public Relations Director, Family Service Society of America;
Albert Taylor, Director, Community Relations Department, New York Jewish Family Service;
Mary Taylor, Director, Division of Reports, Children's Bureau, Social Security Administration, Federal Security Agency.

Following are the members of the Committee on Social Research and Social Studies:

W. T. McCullough, Director, Agency Operations Department, Community Chest of Philadelphia and Vicinity, *Chairman*;
Saya S. Schwartz, Chief, Operating Statistical Branch, Bureau of Public Assistance, Federal Security Agency, *Vice-Chairman*;
Reverend Charles E. Bermingham, Director, Nassau-Suffolk Counties Catholic Charities;
Charles W. Gaughan, Executive Secretary, Commission on Alcoholism, Commonwealth of Massachusetts;
Margaret Hart, Supervisor, Division of Research and Statistics, New Mexico Department of Public Welfare;
Alma Holzschuh, Superintendent, Institution for Women, State of California;
Peretz A. Katz, Research Consultant, Children's Bureau, Michigan State Department of Social Welfare;
Dr. Edward B. Olds, Research Director, St. Louis Social Planning Council;
Ann W. Shyne, Research Consultant, Information Service, Family Service Association of America;
Caroline F. Ware, Professor in Charge of Research, Howard University School of Social Work.

Some Commercial Exhibits at Atlantic City in April, 1950



Publications—the most popular commercial products—on display in booth of Robert Brunner.



Consultation service and educational materials by the Evaporated Milk Association.



Clothing—on display by The Empire Sales Co.

Commercial Exhibits

The Conference started opening the door to commercial exhibits in Cleveland in 1949. It was felt that they could be helpful. They were to be carefully selected, and the number was to be restricted. The experience of the first two years has been good, but it has become apparent that many social welfare agencies were not accustomed to using commercial exhibits, and that commercial exhibitors wanted to know more about the market that was being offered and its potentialities.

The Conference wanted the answers to a number of questions. These were:

1. How many social welfare agencies are interested in having commercial exhibits?
2. What kinds of commercial products and services do they want to see?
3. Are the buying practices of social welfare agencies such that they can take full advantage of commercial exhibits at the Annual Meetings of the Conference? Do the persons who do the buying or influence purchasing attend these Meetings?
4. How big is the market for commercial products and services?

Recently the Conference sent an exploratory questionnaire to its 1,200 agency members. The following statements are based on the first 120 replies.

The interest in commercial exhibits was quite general and even more enthusiastic than anticipated. Only one agency was definitely opposed to them, though several were skeptical of their value. A few gave warning of dangers, and a few rather apologetically explained that their budgets or the size of their agencies did not permit practical interest in commercial exhibits.

The Conference listed nine groups of products and services, inquiring as to which of these were of special interest. Out of 120 agencies, 79 showed special interest in exhibits of publications; 76 showed special interest in "office equipment of all kinds, including mimeographing, duplicating, Addressograph and other similar equipment; typewriters, filing equipment, etc."; 67 in visual aids; 50 in recording and reporting equipment; 47 in fund raising and public relations consultants; 41 in consultation services; 34 in recreational equipment and supplies, and building and institutional equipment and supplies; 19 in private schools, institutions and camps.

There are central purchasing systems among social welfare agencies, but apparently those who control or influence the selection and buying of commercial products do attend the Annual Meetings of the Conference, and they are resolved to use commercial exhibits.

How big is the market, i.e., what quantities of commercial products and services are purchased by social welfare agencies? The questionnaire was not so designed as to produce complete lists of items used or complete expenditures, and so replies gave only fragmentary information. In view of this, the volume of products and services reported as being used or purchased was surprising. The 90 agencies

giving some answer to the question as to "the number of typewriters, recording instruments and other equipment, furnishings and supplies which you have or use," reported having anywhere from one typewriter (4 agencies) to 160 typewriters (1 agency's partial report). The average reported was 12.6 typewriters, the median 5.9 typewriters.

These 90 agencies reported having 1,136 typewriters, 406 dictating machines, 80 duplicating machines, and 149 adding and calculating machines. If these agencies are typical, then the 1,200 agency members of the Conference use something over 15,000 typewriters, 5,400 dictating machines, 1,000 duplicating machines and 2,000 adding and calculating machines.

Of the 120 agencies replying to the questionnaire 82 gave some figures on expenditures for equipment, furnishings, supplies, etc. Apparently these figures are fragmentary, for not all expenditures were listed, and agencies did not all consider the same items. But the replies are helpful nevertheless. The 82 agencies reported spending \$601,947 for equipment, furnishings and supplies in one year. The average was \$7,347. If these expenditures are typical, the 1,200 agency members of the Conference spend something over \$9,000,000 for equipment, furnishings and supplies in one year. The 1,200 agency members of the Conference do not constitute all of the agencies represented at the Annual Meetings by any means.

Some conception of the market is beginning to materialize. Considerably more information is needed, but the information supplied recently, together with the experience of the past two years, should help the Conference bring to its members attending the Annual Meetings the kinds of commercial exhibits which they desire. The Conference appreciates the cooperation of its members in helping to develop this service.

Social Work in a Medical Setting

The National Conference has reproduced a document entitled, "Social Work in a Medical Setting," prepared by Gertrude Wilson and representing a summary of a symposium on this subject which took place at the 1950 Annual Meeting in Atlantic City. In addition to Miss Wilson, who was chairman of the meeting, the following persons participated in the symposium:

Raymond Fisher, Western Reserve University
Mary Ellen Hubbard, American Red Cross
Claire Lustman, Veterans Administration

Copies of this document can be obtained from the Conference office at a cost of 10c per copy.

Program Planning for 1951

Now is the time to send in your suggestions for the program of the 1951 Annual Meeting. The Program Committee will meet early in October, and after that plans for the program will be fairly well crystallized.

The Area Representatives have been asked to collect suggestions in their areas, but if you have not yet been approached by an Area Representative, send your suggestions directly to the Conference office. We will see that they are brought to the attention of the Program Committee.

KNOW YOUR CONFERENCE

Last year we published the pictures of the National Conference officers, along with a brief biographical sketch of each. A number of our members expressed their approval of the idea and suggested that we make it a regular feature.

We are, therefore, doing the same for the officers for 1950-51, and, space permitting, we will attempt in future issues of the *Bulletin* to present some of the other individuals who are important in the leadership of the Conference.



EWAN CLAGUE



FRANCES TAUSSIG



GEORGE F. DAVIDSON



EMMA PUSCHNER



EVELINE BURNS

Ewan Clague, President, is Commissioner of Labor Statistics of the United States Department of Labor. Prior to that he served for ten years on the staff of the Social Security Board, ending his service there as Director of the Bureau of Employment Security. Mr. Clague was Professor of Social Research and Director of Research for six years at the Pennsylvania School of Social Work.

Frances Taussig, First Vice-President, has recently retired as the Executive Director of the Jewish Family Service of New York. She has held a number of important positions in the social work field, including the presidency of the A.A.S.W., the Social Work Vocational Bureau and the National Conference of Jewish Social Welfare.

George F. Davidson, Second Vice-President, has served as Deputy Minister of Welfare in the Department of National Health and Welfare in the Canadian Government since 1944. Prior to that he held the positions of Executive Director of the Canadian Welfare Council, Director of Social Wel-

fare for the province of British Columbia, and Executive Director of the Vancouver Welfare Federation and Council of Social Agencies. He has served as the Canadian representative on the Social Commission of the United Nations.

Emma C. Puschner, Third Vice-President, has been in charge of The American Legion national child welfare work since 1925. Prior to that she was director of the St. Louis Board of Children's Guardians. She has been active in the planning of the Mid-Century White House Conference on Children and Youth.

Eveline M. Burns, Secretary, who was born and educated in England, is Professor of Social Work at the New York School of Social Work. Before joining the faculty of the School, she was Chief of the Economic and Health Section of the National Resources Board. She is author of a number of books in the field of economics and social security, including the recently published "The American Social Security System."

Name and Seal of the Conference

We are reprinting below the report of the Committee on Name and Seal of the National Conference of Social Work, which was set up by the Executive Committee early in 1950. The Committee consisted of:

Sallie E. Bright, Executive Director, National Publicity Council for Health and Welfare Services, *Chairman*;

Barbara Abel, Community Chests and Councils of America;

Mildred Esgar, National Social Welfare Assembly;
David French, American Association of Social Workers.

The report was presented to the Executive Committee when it met in Atlantic City in April. It was decided to accept the report but not to take any formal action on it until the time of the 1951 Annual Meeting. Comments of members of the Conference will be welcomed and will be presented to the Executive Committee.

The text of the report follows:

"*American* is a better word than *National*, but the Committee did not feel that such a recommendation was within its scope, since adoption of such a word implies participation in the decision by the other countries in this hemisphere. Also, the Committee saw no new developments which would show the need for such a change at this time.

"The word *Conference* should be retained, since it as adequately describes the present function of the *National Conference* as any of the other possible designations—Assembly, Congress, Association, etc. There is precedent—the *National Conference of Christians and Jews*, for example—for a *Conference* conducting a year-round program.

"*Social welfare* is a more inclusive term than *social work*, and therefore should be substituted for the present term in the title.

"The preposition *of* should be changed to *on* since the former has the connotation of a conference of certain kinds of people (social workers, in this case) rather than a conference of all kinds of people on a certain subject.

"In view of the above, the Committee on Name and Seal recommends that the name of the *National Conference of Social Work* be changed to *National Conference on Social Welfare*. It was felt that this name adequately describes the present function of the Conference and is enough like the present name to insure against loss of continuity built up over the years.

"As for a seal, the Committee did not feel that there was pressing need for a pictorial symbol for the Conference; that its present corporate seal for legal purposes could be changed to include merely the name of the Conference with no illustration; that for purposes of identification, the Conference needs, rather than a seal, an attractively and distinctively designed monogram."

1951 Election

Conference members are reminded that the full report of the Nominations Committee for the 1951 election, including the names and affiliations of all candidates, appeared in the last issue of the *Bulletin*. However, there is still time between now and the end of the year for additional candidates to be proposed in accordance with the following constitutional provision:

"Additional nominations may be made by petition of not fewer than twenty-five members, provided that such petition is filed at the Conference office not later than January 1 . . ."

Ballots will be distributed to all members after the first of the year, and the election results will be announced at the Annual Meeting in May, 1951.

Headquarters News

Since the last issue of the *Bulletin* members of the Conference staff have spent considerable time away from Headquarters. Mr. Hoffer has made the following trips:

June—Cleveland for a conference with Edward Lynde, chairman of Section III, in preparation for the 1951 Annual Meeting, and to meet with Hannah Protzman, Executive Secretary of the Ohio Welfare Conference, concerning plans for a series of meetings jointly sponsored by that organization and the National Conference in November.

July—Washington to confer with Mr. Clague and with staff members of the Mid-Century White House Conference on Children and Youth.

Raleigh to confer with Dr. Ellen Winston, chairman of Section I, concerning plans for next year's Annual Meeting.

London—to confer with George Haynes, President of the International Conference of Social Work.

Paris—for the Fifth International Conference of Social Work.

Mr. Proctor has also spent time away from the office as follows:

July—Cleveland to attend the annual conference of the American Library Association.

Lake Geneva, Wisconsin, to participate in the Great Lakes Institute sponsored by the National Social Welfare Assembly and the Community Chests and Councils of America.
Chicago—to attend the Audio-Visual conference.

Miss Williams also went to Paris to attend the International Conference of Social Work in July.

SOMETHING'S GONE HAYWIRE SOMEPLACE

EITHER we didn't make ourselves clear, which is not hard for us to believe

OR you don't read everything we send you, which is hard for us to believe

OR you were so startled by our doing something different that you decided we couldn't mean it, which is not hard for us to believe

BUT whatever the cause, the result has been general confusion about the TWO publications we offered you following the 1949 annual meeting, neither of which carried the title of the ONE publication you had come to expect.

SO we introduce The Department of Fuller Explanation (NCSW Publications) Division) which we hope will clear things up

There are now TWO (2) official N.C.S.W. publications offered to you after each meeting. **They are:**

1. THE SOCIAL WELFARE FORUM

Still the official Proceedings, this comes to you now in a streamlined edition. It contains the speeches delivered at the General Sessions, and, in addition, a new feature, a summary of papers delivered at both the Section and Associate Group meetings.

2. SOCIAL WORK IN THE CURRENT SCENE

This volume contains selected papers (36 in the 1949 edition) which represent the best of varying points of view and of various aspects of social work. It is divided into three sections: PHILOSOPHY, PROGRAM, and PRACTICE.

Offered at Discount to Members Paying Dues of \$7.50 or More.

You will want both volumes in your library.

PLACE YOUR ORDER NOW FOR "SOCIAL WORK IN THE CURRENT SCENE"

Please send one copy of "Social Work in the Current Scene for 1949" to:

PRINT NAME & ADDRESS

At the price to members, Individuals or Agency, paying dues of \$7.50 or more — \$3.75 ☐

At regular price — \$4.75 ☐

Enclose with remittance and mail to the

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